

# Fitz Frames - Revolutionizing The Eyeglass Experience

Written by Tyler Hollis

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Many schools are likely to continue online coursework in the fall, paired with a cut to extracurricular activities due to COVID-19, kid's and teen's screen time has gone up significantly.

[Fitz Frames](#) allows families to order blue light filtering glasses in both prescription and non-prescription from home and have them delivered right to their door. Plus, the company's ordering process is seriously cool - the Fitz Frames app uses iPhone's TrueDepth camera and augmented reality so kids can try on and customize the fit of their glasses right from their phone.



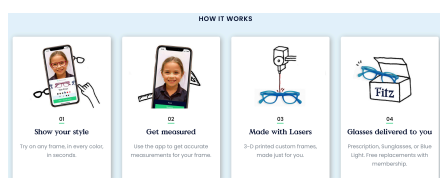
*Founder Heidi Hertel and her children*

[Fitz Frames](#) is revolutionizing the eyeglass experience, removing the pain and cost of having to replace glasses. Fitz delivers custom-fitted, 3D-printed glasses for kids and adults. Founded by Heidi Hertel to reduce both the cost of prescription eyewear and the stress of finding the right pair without compromising on quality.

The Fitz Frames app uses the iPhone TrueDepth camera with advanced facial mapping to measure over 1,000 points on each face for a custom fit. The app also offers users a virtual try-on experience through augmented reality, allowing users to preview different frames from the comfort of their own home. The company's model is 100% mobile from start to finish - transforming a previously stressful event into one that's fun, easy, and convenient.

Once frames are selected, the customized glasses are printed with 3-D laser printers, tailor-made to reflect the unique contours of the face.

Fitz Frames are outfitted with snap-fit hinges, enabling the arm portion to securely snap into place. This design feature eliminates the risk of loose screws and offers a solution to broken glasses.



The company offers prescription and non-prescription glasses, including blue light filtering and sunglasses.



Starting at \$95, every pair of Fitz Frames is specifically designed and manufactured for each individual, from the size of the frames to the shapes and colors they choose. Fitz Frames offers a subscription option, providing members with two sets of frames and lenses for \$185 per year.

At Fitz Frames all glasses are proudly designed and manufactured in the USA – the company is headquartered and designed in Los Angeles, with their manufacturing factory based in Youngstown, Ohio.

The Fitz Frames app is available for download on iPhone X in the App store.

Learn more at <https://www.fitzframes.com/>

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## Response to COVID-19:

In response to the global pandemic, the company has shifted its manufacturing to focus on making protective eyewear for healthcare workers on the front lines.

[Fitz Protect](#) is a new line of protective eyewear designed specifically to meet the needs of frontline medical personnel. It provides an enhanced line of defense against COVID-19 infection. Available in prescription and non-prescription, this custom-fitted 3D printed eyewear hugs the contours of the wearer's face and provides enhanced droplet protection in a clinical setting.

After speaking with doctors from hospitals around the country, the Fitz Frames team learned that they needed more facial and eye protection while tending to patients with COVID-19. In addition to masks, health care workers need protective eyewear in order to prevent small droplets of fluid carrying the virus from reaching their eyes and accumulating on eyebrows and eyelashes. Additionally, the [American Academy of Ophthalmology](#) is recommending everyone switch from contact lenses to eyeglasses to prevent contact with the eyes; this is particularly important for doctors and medical staff.

Fitz Protect can be worn in conjunction with other personal protective equipment and is designed to be comfortable enough to wear throughout a long shift. It can be easily decontaminated using standard sterilization procedures already in use.

The Fitz app makes it easy, simple, and fast for healthcare professionals to get their made-to-measure pair of Fitz Protect glasses. They can order in under four minutes from the app and the glasses will be delivered directly to their door.

The goal is to get this eyewear into the hands of medical professionals as quickly as possible at no cost to them. Fitz Frames is accepting tax-deductible [donations](#) through its partner [The Loving Eyes Foundation](#), a 501(c)(3).

Learn more at: <https://www.fitzframes.com/fitz-protect>